2013

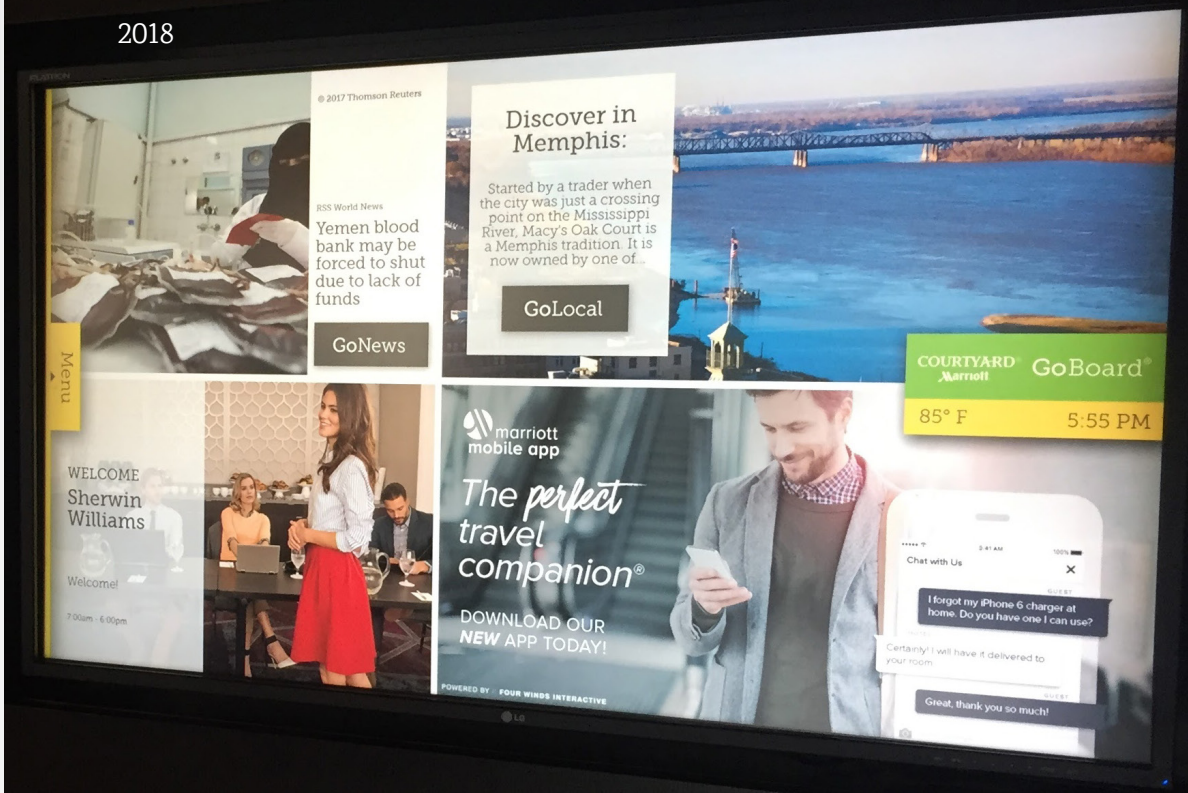
2015

# Courtyard by Marriott

**Role:** Strategy ; UX/UI Design

**Challenge:** The GoBoard is a digital, brand-standard solution that has been used in Courtyard hotels for the past 9 years. When I became involved, the application was ready for an overhaul to match the new demographic, brand goals and redesign.

**Processs:** Rather than just refreshing the dated design, I took a step back and worked with my team and Marriott Corporate to re-imagine the way the GoBoard functioned. Our initial goal was to move away from the busy, one-screen approach that had dominated the solution for years, and simplify the screen into a full-screen, immersive experience. After collecting user and client feedback, and as Courtyard's brand goals evolved, our latest iteration focuses on a push, rather than pull, interaction.

**Outcome:** Guests can now gather vital information as they pass through the hotel lobby, with the option to dive deeper at their leisure. This solution has been well-received by hotel ownership, staff and guests alike.

2018